



The International Conference on Management and Business (COMB 2021)

CALL FOR PAPERS

November 26th, 2021

Submission deadline: September 20th, 2021

Venue: The University of Danang, University of Economics
Danang City, Vietnam

The University of Danang - University of Economics (DUE, Vietnam), Heriot-Watt University (UK), University of Liège (Belgium), Maharakham University (Thailand), Thuong mai University (Vietnam), Quy Nhon University (Vietnam), and Nha Trang University (Vietnam), are organizing *the ninth International Conference on Management and Business (COMB-2021)*, to be held on **November 26th, 2021** in Danang City, Vietnam.

To be created in 2012, the Annual Conference on Management and Business (COMB) aims to be a unique point of convergence in South East Asia for researchers, world-leading experts, practitioners and policymakers in business and management to meet, share and exchange their ideas. COMB-2021 would focus on both theoretical and empirical perspectives of management and business issues, and the response to COVID-19.

The conference welcomes submissions in English from academics, industry professionals, and researchers with original contributions on topics related to business and management issues that have effect on the sustainable development of firms in a post-COVID-19 world as well as the latest view of digital transformation in business and management in Vietnam. Areas of interest include, but are not limited to, the following disciplines: Management, Marketing and Consumer Behaviors, Human resource management, Information and Technology Management, Operations Management and Research, Service Science, Strategic and Change Management, Tourism and Hospitality Management, Supply Chain Management, Interdisciplinary Studies, and related fields.

Main themes:

Challenges and sustainable development of business and management under the COVID – 19 Pandemic and beyond: Theoretical and empirical ideas, models and policy solutions for Vietnamese firms before, during and after crisis caused by COVID-19 Pandemic.

Digital Business: Management theories and their managerial implications; Opportunities and challenges related to the digital transformation for businesses in Vietnam.

KEYNOTE SPEAKERS



Professor Babak Taheri, *Professor of Marketing at Heriot-Watt University, Edinburgh, UK.*

Prof. Babak has an established reputation in the marketing field with a specific reputation in marketing management, consumer behaviour and tourism, leisure and cultural consumption. He has published over 100 academic journal articles, a significant number of which are in 3* and 4* ABS-listed journals with high impact factors. He is the co-chairman of tourism marketing special interest group in Academy of Marketing, UK. He is Senior Editor for *Tourism Management Perspectives*, and Associate Editor of two journals: *The Service Industries Journal* and *International Journal of Contemporary Hospitality Management*.



Professor Mario Cools, *Professor in Transport and Mobility at University of Liège, Belgium*

His main research focus lies on transportation models, reliability of transport systems, sustainability enhancing decision support systems, and the impact of new transport infrastructure. Prof. Cools has published numerous articles in leading peer-reviewed journals, including *Safety Science*, *Transport Policy*, *International Journal of Production Research*, *Expert Systems with Application*, *Networks and Spatial Economics*, *Renewable and Sustainable Energy Reviews*, *Transportation Research. Part A-B-C*.

SPECIAL SESSION

Vietnam is facing great challenges in the context of deep international integration, placing a great responsibility on Vietnamese entrepreneurs and businesses. The COMB-2021 is also aimed at providing a forum for focused discussions on such a topic. A special session on Vietnam's entrepreneurship will be run by Assoc.Prof. **Yen Tran**, Professor in Innovation Management, International Strategy and International Entrepreneurship at Heriot-Watt University, Edinburgh, UK.

PUBLICATION OPPORTUNITY

All papers accepted and presented at COMB-2021 will be published in the **conference proceedings with an associated ISBN**.

SELECTION COMMITTEE

Andrew Abbott, *University of Hull, UK*

Yehuda Baruch, *University of Southampton, UK*

Hong Bui, *University of Bath, UK*

Scott Carnz, *City University of Seattle, USA*
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 Pornlapas Suwannarat, *Maharakham University, Thailand*
 Diane Wright, *Manchester Metropolitan University, UK*

CONFERENCE ORGANIZING COMMITTEE

Mario Cools, *University of Liège, Belgium*
 Bich Loan Nguyen, *Thuong mai University, Vietnam*
 Pornlapas Suwannarat, *Maharakham University, Thailand*
 Yen Tran, *Heriot-Watt University, UK*
 Thuy Anh Vo, *University of Economics - The University of Danang, Vietnam*

KEY DATES

September 20th, 2021 : Submission deadline
 October 01st, 2021 : Notification of acceptance/rejection
 October 15th, 2021 : Registration deadline
 November 26th, 2021 : Conference event

All submissions must be in Word format under the required template, and be sent electronically via the Conference's email (comb@due.edu.vn) by no later than 20th September, 2021. Prior to submission, authors should consult the conference guidelines available at <https://due.udn.vn/vi-vn/comb>. Submitted manuscripts will be peer-reviewed, accepted papers will be included in COMB-2021 Proceedings (with an ISBN) and may be selected for presentation. Also, depending on the COVID-19 pandemic, the conference's scientific committee can hold 1-2 online parallel sessions.

BEST PAPER AWARDS

All papers will be considered for the Best Paper Award in Management.

REGISTRATION

See below for more details on fees:

From Vietnam	
Academic Staff	US\$100
Students and Academic Staff from COMB Co-organizers	US\$75
From overseas	
Academic Staff	US\$150
PhD Students	US\$100

Registration fee includes the abstract book, the conference proceeding CD, and other conference materials. It also includes welcome reception and coffee breaks during the conference. Accommodation is not included.

CONTACT FOR QUERIES

Email: comb@due.edu.vn

Telephone: Conference Administrator: Assoc.Prof. Man Dang (+84 2363 950 475)
Conference Program Committee: Dr. Minh Hang Le (+84 905 027 450)
Conference secretariat: Ms. Linh Ha (+84 2363 954 243)

Website: <https://due.udn.vn/vi-vn/comb>